

Research on Career Development Planning for Badminton Athletes After Retirement

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Abstract— The badminton team has consistently demonstrated excellent performance on the world competitive stage, achieving glorious results in international events such as the Olympic Games and winning honor for the nation. However, while pursuing athletic excellence, the comprehensive development of athletes has been neglected, and career planning for athletes remains seriously inadequate. Taking active badminton athletes as the survey subjects, this study integrates career planning theories and adopts research methods including questionnaire surveys and literature reviews. Based on the general concept of career, this paper divides the career of badminton athletes into two parts: the athletic career and the post-athletic career. It investigates these two stages respectively from the perspectives of self-assessment, career planning, and development strategies.

Keywords— badminton athletes, retirement, career, development planning.

I. INTRODUCTION

A career is the foundation upon which a person establishes their livelihood, pursues their aspirations, and achieves self-fulfillment. Only by engaging in career planning early, gaining a clear understanding of oneself, and continuously exploring and developing one's potential can an individual correctly navigate the direction of life and create a successful life. Life requires careful design and planning. To achieve success and become a leader in one's field, one must thoughtfully plan one's career. There is a well-known saying: "Where you stand today is not important, but the position you will step into next is crucial" [1]. Frank Parsons, the father of vocational guidance, established the world's first career counseling organization in response to the massive youth unemployment at that time. As time evolved, scholars such as Super proposed the concept of "career" in the 1960s [2]. This concept was introduced into China in the 1990s as a key means for modern enterprises to conduct human resource development, mainly applied to the career planning of enterprises and their employees [3]. A search of major literature databases using keywords such as "career" reveals that the volume of related

publications has been continuously increasing. However, when searching for terms like "athlete career planning" and "badminton athlete career," very few studies on athlete career planning and badminton athlete career planning were found. This underscores the importance of studying career planning for badminton athletes [4].

1. Current Status of Athlete Career Planning

Career planning can be considered one of the most critical issues for athletes both during their active years and their student years. It not only affects the psychological burden borne by athletes during training but is also a major factor influencing their athletic performance. Investigating the current status of career planning among badminton athletes not only provides in-depth insights into their expectations for their own athletic careers during training, their aspirations, their expectations for their performance, and their thoughts on life after their competitive careers end but also reveals the competitive advantages of elite badminton athletes in our province during the career planning process, as well as their shortcomings in collective training and in life and work after their athletic careers end. This enables athletes to clarify their planning

direction, facilitates the formulation of their own career plans, and also lays the groundwork for subsequent athletes to develop suitable career plans, thereby contributing to the improvement of career planning for athletes in Henan Province. This study analyzes and investigates the popularization of planning awareness, athletes' development intentions, and the formulation and influencing factors of career planning.

1.1 Popularization and Formulation of Career Planning Awareness

According to this field survey, the majority of active athletes are aware of career planning, with 28 individuals having heard of it, accounting for 56% of the total active athletes; 12 individuals know a little about it, accounting for 24%; and those who have a general understanding and those who indicate they are very familiar with it each account for 5 individuals, respectively representing 10% of the total. In the survey of retired badminton athletes, 2 individuals stated they had never heard of it and did not know about it, 6 individuals indicated they knew a little, accounting for 30%; 5 individuals indicated they understood it slightly, accounting for 25% of the total retired female athletes; those with a general understanding accounted for 5 individuals; only 2 individuals indicated they were very familiar with it, accounting for 20% of the total. The above data indicate that with the progress of the times and the scientization of training, career planning awareness has gradually spread among athletes' minds. However, the current state of popularization in our province is still not optimistic. Strengthening athletes' career planning awareness has become an indispensable part of daily training.

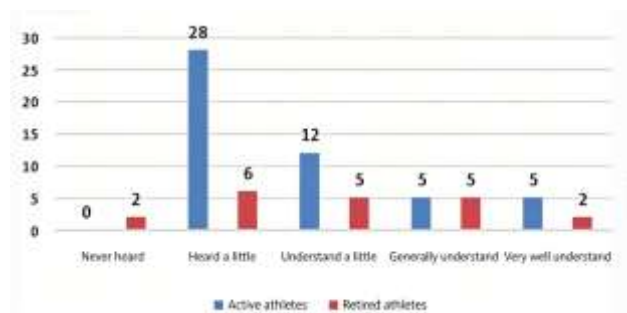


Fig. 1 Popularization of Career Planning Awareness Among Active and Retired Athletes

According to the questionnaire survey distributed this time, the understanding of career planning among current active badminton athletes is gradually improving, and compared to retired athletes, their understanding is relatively deeper. However, this survey also shows that active athletes have limited awareness of career planning, varying levels of understanding, and cannot deeply

comprehend its significance in the process of an athlete's career [2].

As a professional athlete, one possesses a competitive spirit and a desire to achieve good results in training and competitions and to break through oneself. First and foremost, this confidence must be established in one's mindset. Career planning also requires athletes to attach sufficient importance to it in their thinking. They must engage with it, understand its purpose, recognize its functions, know its importance, learn to design their own plans, apply their plans, and review their career plans. In the process of popularizing career planning, it is not enough to rely solely on experts to instill such ideas in athletes. During training, athletes must also rely on their own reflection, exert their subjective initiative, and proactively access knowledge related to career planning. Only in this way can planning knowledge be fully popularized [5].

1.2 Development Intentions of Badminton Athletes After Retirement

On the competitive stage, no matter how outstanding an athlete's performance is, they cannot escape the harsh reality of retirement. After retirement, athletes are no longer surrounded by the halo of competition results and championship glory; they begin to step into social life that they seldom came into contact with during their training years. This requires not only a transformation in work but also a timely adaptation in interpersonal skills and mindset to integrate into society [6]. Society provides the environment for athletes to live and work, but the genuine inner development intentions of athletes themselves are the conditions that alter the quality of their social life. This study investigates the development intentions of athletes after retirement. After years of training life, badminton athletes are well-versed in the relevant professional knowledge within their field, including the skills and techniques required to become a qualified coach or professional referee.

Through the survey, it was found that active badminton athletes in Henan Province are keen on pursuing careers as badminton coaches and teachers, while retired athletes lean more toward coaching and self-employment in terms of their actual occupation. This is influenced by the social environment in which the athletes find themselves. In earlier times, the development of badminton received relatively less attention compared to now. In recent years, Chinese badminton has gained attention from relevant national authorities and has a bright development prospect. Coupled with the vigorous development of campus badminton, there is an urgent need for professional campus badminton teachers to cultivate

reserve talent. The choices of active athletes thus lean toward becoming badminton coaches and teachers.

Table 1 Career Planning Work Intentions of Badminton Athletes

Athletes' Planned Work Intention	Active Athletes	Proportion	Retired Athletes	Proportion
Working as a coach	21	42%	6	30%
Teacher	17	34%	3	15%
Entering corporate enterprises	5	10%	5	25%
Self-employment	7	14%	6	30%

China has always been concerned about the social security of athletes after retirement, and there are also a limited number of job positions that can accommodate a few high-level athletes. After retirement, athletes still mainly need to combine their own competitive advantages to choose jobs suitable for themselves. A survey was conducted on athletes' intentions to enter corporate enterprises. Entering corporate work requires certain skills and knowledge as prerequisites. However, during the long-term training process, athletes have little time to develop other skills, thus placing them at a disadvantage in the competition for corporate positions [7]. This survey found that only a very small number of individuals expressed a willingness to work in corporate enterprises, indicating that entering the corporate sector after retirement is not a primary choice for athletes.

Regarding athletes' self-employment, it requires the athlete to understand the development prospects of a certain project, develop certain interpersonal relationships, possess startup capital, form a cooperative team, and satisfy various other factors. During training, athletes have limited contact with people from different professions; most are students, and they lack sufficient startup capital. Therefore, only a small number of people choose self-employment.

II. PROBLEMS EXISTING IN THE PROCESS OF ATHLETE CAREER PLANNING

2.1 Self-Positioning of Badminton Athletes

Athletes should have a clear understanding of their own strengths and weaknesses and an accurate self-positioning.

This is a prerequisite for athletes to formulate career plans. The designer of an athlete's career plan helps the athlete truly recognize themselves, understand themselves, and further evaluate their own disadvantages or advantages in their living environment. A career plan suitable for oneself is formulated based on the principle of "assessing external circumstances and measuring one's own capabilities." We should have an accurate self-positioning in any environment. For example, in front of our parents, we are always children; in front of our teachers, we are always students, and so on. Xie Jianan's research has pointed out that outstanding athletes often give people an impression of being commanding and invincible [8]. When athletes have good skills and good performance, they get more opportunities to participate in major competitions, and the trophies they receive become increasingly weighty. This can easily lead to a mentality of feeling extraordinary because they possess a certain athletic skill. Such a mentality can easily cause athletes to lose themselves, so that in the process of formulating their own career plans, they always set their starting point too high, fail to be practical, and aim too high. This results in a plan that does not match the rhythm of their own life. After retirement, the halo gradually fades, leading to a blow to their self-confidence, making them unable to better adapt to the rhythm of social life and unable to make a sound plan for their post-retirement life.

2.2 Problems in Concept Understanding

The focus of career planning lies in the athlete's transition, the process of changing from an athlete to a non-athlete. Research has found that currently, badminton athletes in our province face many restrictive factors during the transition process. Therefore, athletes need to adopt multiple methods when formulating their career plans, and room for modification should be left in the career planning process to increase its flexibility. During the interviews, athletes had an unclear understanding of the concept of career planning, leading to unclear directions for their future work and life. Not knowing how to plan their life path and having an improper planning direction are the main difficulties currently faced by badminton athletes in our province.

2.3 Social Practice of Athlete Career Planning

The formulation of career plans for athletes started relatively late in China. However, with the advancement of science and technology, the progress of the times, and the scientization of training methods, the concept of formulating career plans has gradually permeated the minds of athletes and coaches in our country. This questionnaire distribution and coach interviews found that among the elite badminton athletes in our province,

although the majority did not seriously or systematically formulate their own career plans during training, a small number completed their career plans through self-study or with the help of their parents and coaches. Through communication with the athletes, we learned that they had planned a series of life paths to follow after retirement. Although a small number of team members had formulated their own career plans, in their daily lives, they were busy with training and studies. Most athletes were students who usually had to shuttle between the training ground and school, leaving them with essentially no energy to practice their plans. This led to a situation where good plans were made, but very few had the time to truly put them into practice.

With the development of sports, knowledge in disciplines related to athlete career planning in China has also been developing. More and more coaches are not merely demanding results harshly during training but are also paying attention to the athletes' future development paths. Athletes are no longer blindly training and competing during their active years. Through the dissemination of career planning knowledge and the help received from coaches, they can make their athletic careers go further and formulate detailed plans for their post-retirement life. This further illustrates the importance of doing a good job in personal career planning for elite athletes [9].

III. RESEARCH ON COUNTERMEASURES FOR CAREER PLANNING PROBLEMS OF BADMINTON ATHLETES

3.1 Strengthening the Career Planning Awareness of Badminton Athletes

During training, strengthen the cultural curriculum learning of badminton athletes to cultivate multi-skilled athletes. Relevant departments should coordinate teachers and experts in career planning to regularly conduct ideological education for athletes, making them aware of the importance of planning. Athletes should be able to accurately position themselves during training to avoid blind and unrealistic planning in the career planning process.

3.2 Enhancing Badminton Athletes' Understanding of Career Planning

In the process of one's own career planning, various difficulties will be encountered at all times. Only by strengthening one's own understanding and cognition of career planning can one effectively and quickly discover problems, understand problems, and solve problems, and learn to consider issues from multiple perspectives. In

daily life, pay attention to learning knowledge about career planning, emphasize the understanding of career planning, improve the ability to learn while planning, strengthen the study of scientific and cultural knowledge, and learn to understand and solve problems existing in career planning from different angles. This is conducive to the smooth implementation of career planning for badminton athletes.

3.3 Emphasizing the Practical Link of Badminton Athlete Career Planning

During active service, making plans is the primary task for athletes, but after the plan is completed, the practical link is also very important. The practical link is an important basis for testing whether the athlete's career plan is reasonable. One cannot only plan and ignore practice. During training and competition, athletes spend a lot of time with their coaches, and in this process, the guidance role of the coach is the most crucial. Strengthening the coaching ability of coaches is conducive to athletes' career planning and is also one of the factors influencing the sustainable development of badminton.

IV. CONCLUSION

Through the investigation and research on the current status of career planning for badminton athletes—that is, from the growth process of athletes undergoing formal and systematic training to their life and work conditions after retirement—this study aims to promote the sustainable development of badminton in Henan Province. By strengthening athletes' awareness of career planning, improving their planning capabilities, and enhancing coaches' guidance abilities, the level of athletes' comprehensive planning of their life and work can be raised, and effective implementation can be achieved. This paper analyzes the problems existing in the career planning of badminton athletes, with the hope of providing theoretical reference for the improvement of career planning for badminton athletes in Henan Province.

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